A System and Method to give a true indication of Respondent
Satisfaction to an electronic Questionnaire Survey
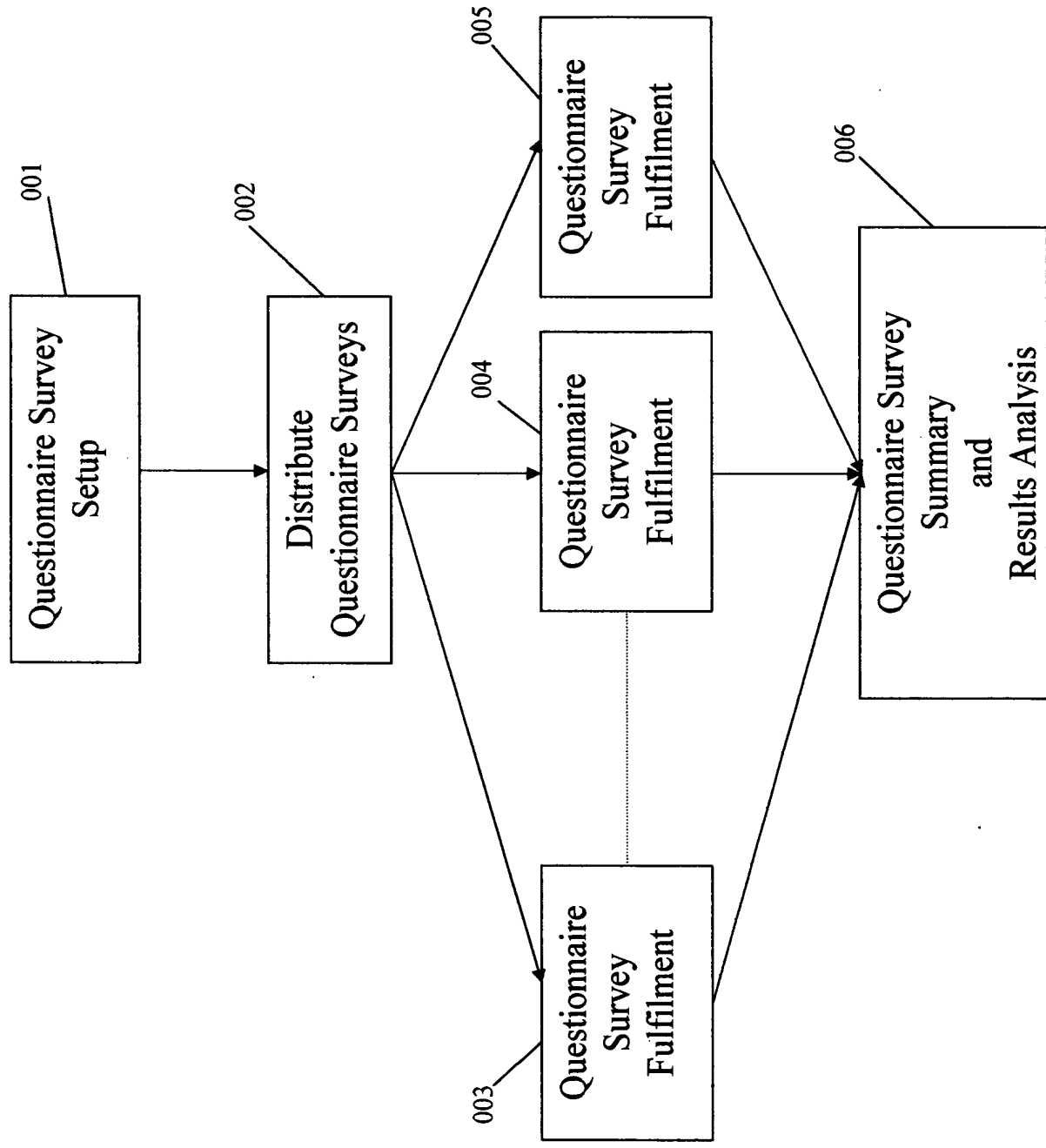
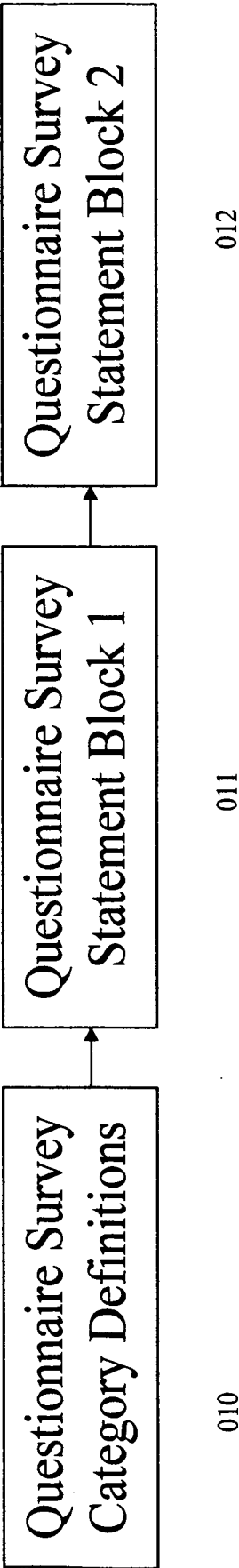| Questionnaire Survey Setup | 001 |
Distribute Questionnaire Surveys	002
Questionnaire Survey Fulfilment	005
Questionnaire Survey Fulfilment	004
Questionnaire Survey Fulfilment	003
Questionnaire Survey Summary and Results Analysis	006

Figure 1

A System and Method to give a true indication of Respondent
Satisfaction to an electronic Questionnaire Survey

Questionnaire Survey
Category Definitions

010

Questionnaire Survey
Statement Block 1

011

Questionnaire Survey
Statement Block 2

012

Figure 2

A System and Method to give a true indication of Respondent
Satisfaction to an electronic Questionnaire Survey

103

104

105

WWW

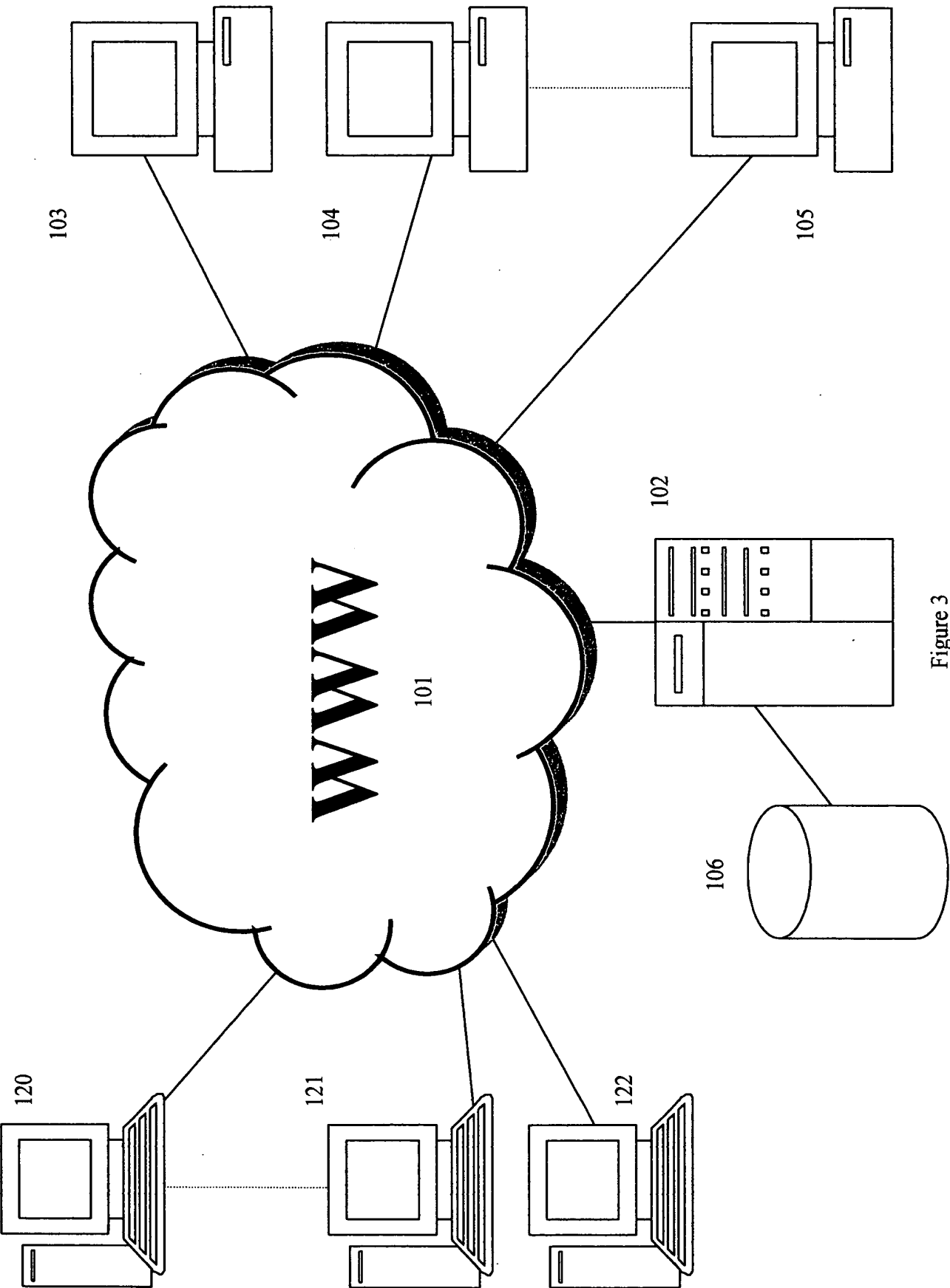101

102

106

120

121

122

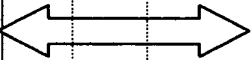Figure 3

A System and Method to give a true indication of Respondent
Satisfaction to an electronic Questionnaire Survey

Table 1

107	108	109	110	111
Short Form	Customer Name	Folder	Industry	Master Key

Table 2

107	112	113
Short Form	Identity Number	Used

Figure 4

A System and Method to give a true indication of Respondent
Satisfaction to an electronic Questionnaire Survey

003

201

Questionnaire Start → Answer Questions → Company Ranking

202

Reorder Questions → Answer Questions → Respondent Ranking

203

Combine Responses → Display Summary

Figure 5

A System and Method to give a true indication of Respondent
Satisfaction to an electronic Questionnaire Survey

Emotional
Response

301

Emotional
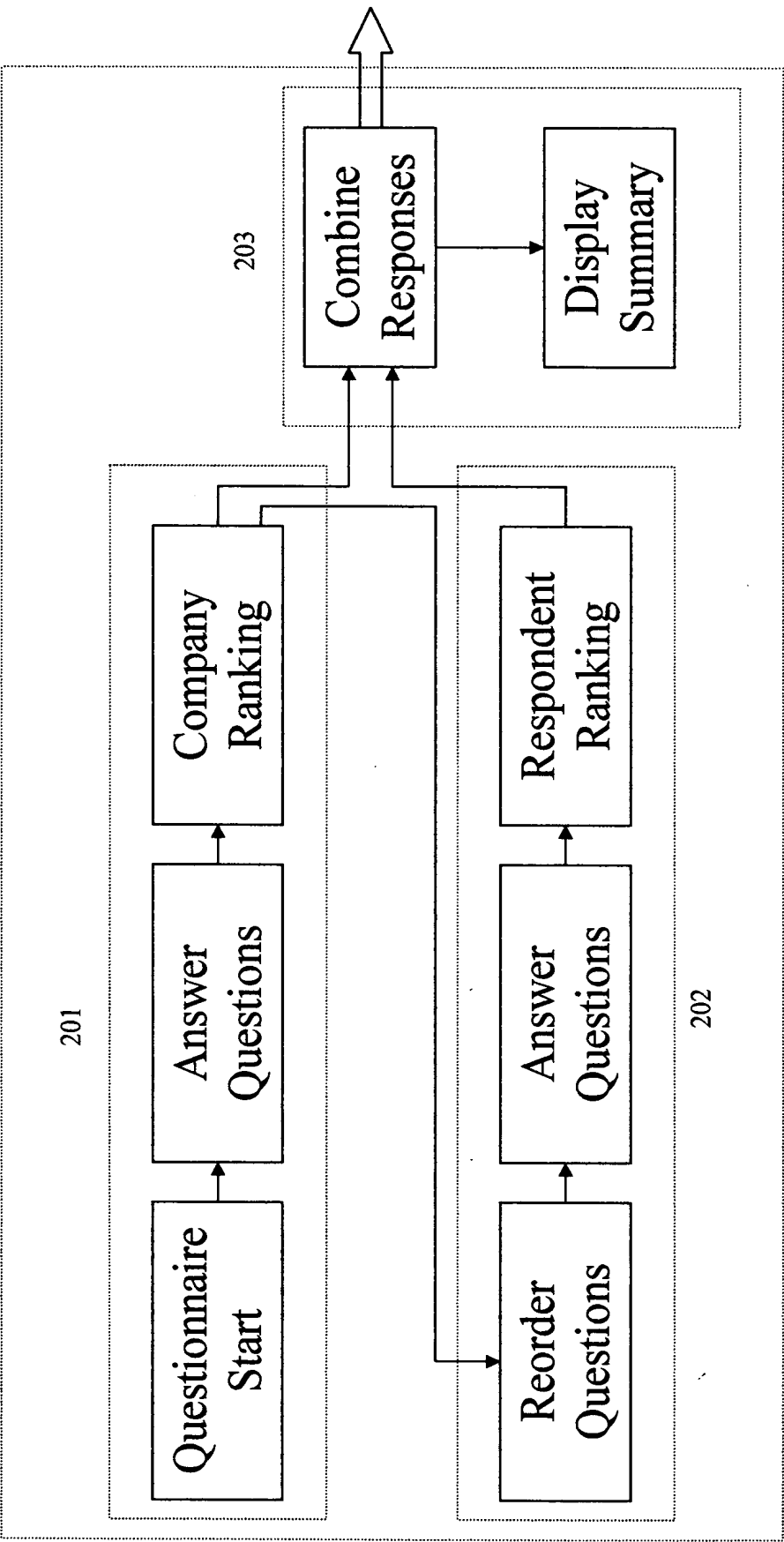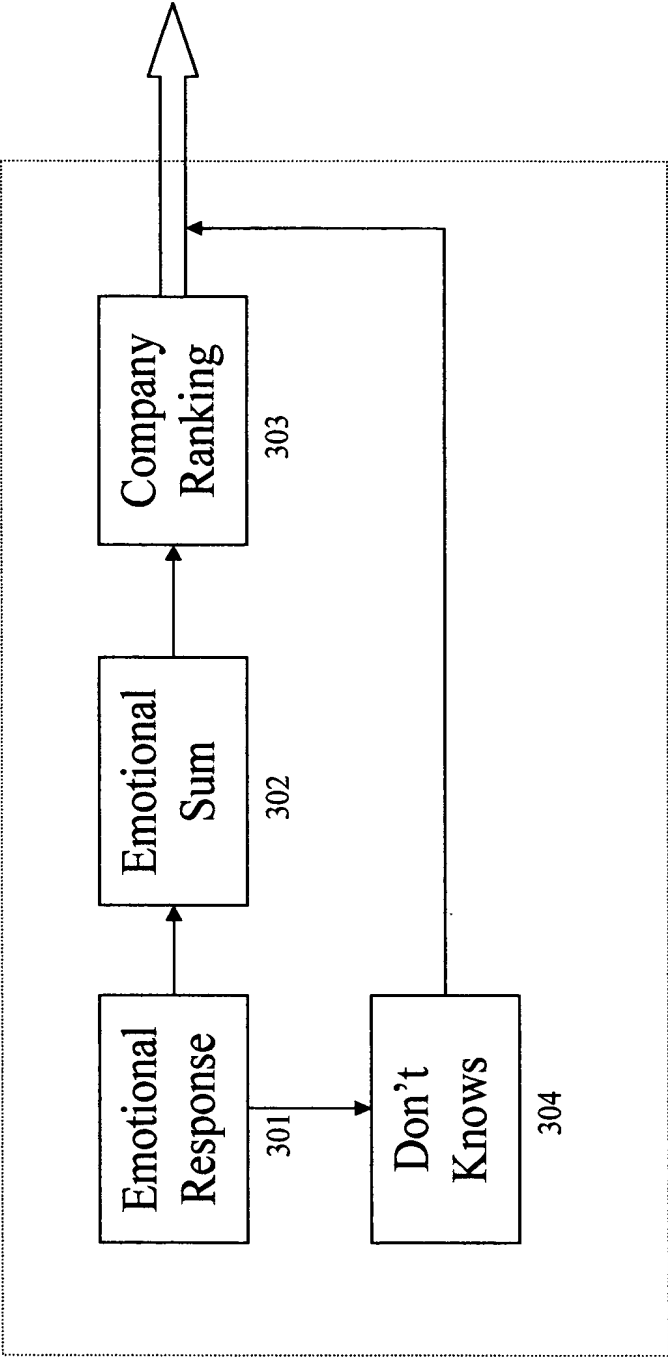Sum

302

Company
Ranking

303

Don't
Knows

304

Figure 6

A System and Method to give a true indication of Respondent
Satisfaction to an electronic Questionnaire Survey

Figure 7

A System and Method to give a true indication of Respondent
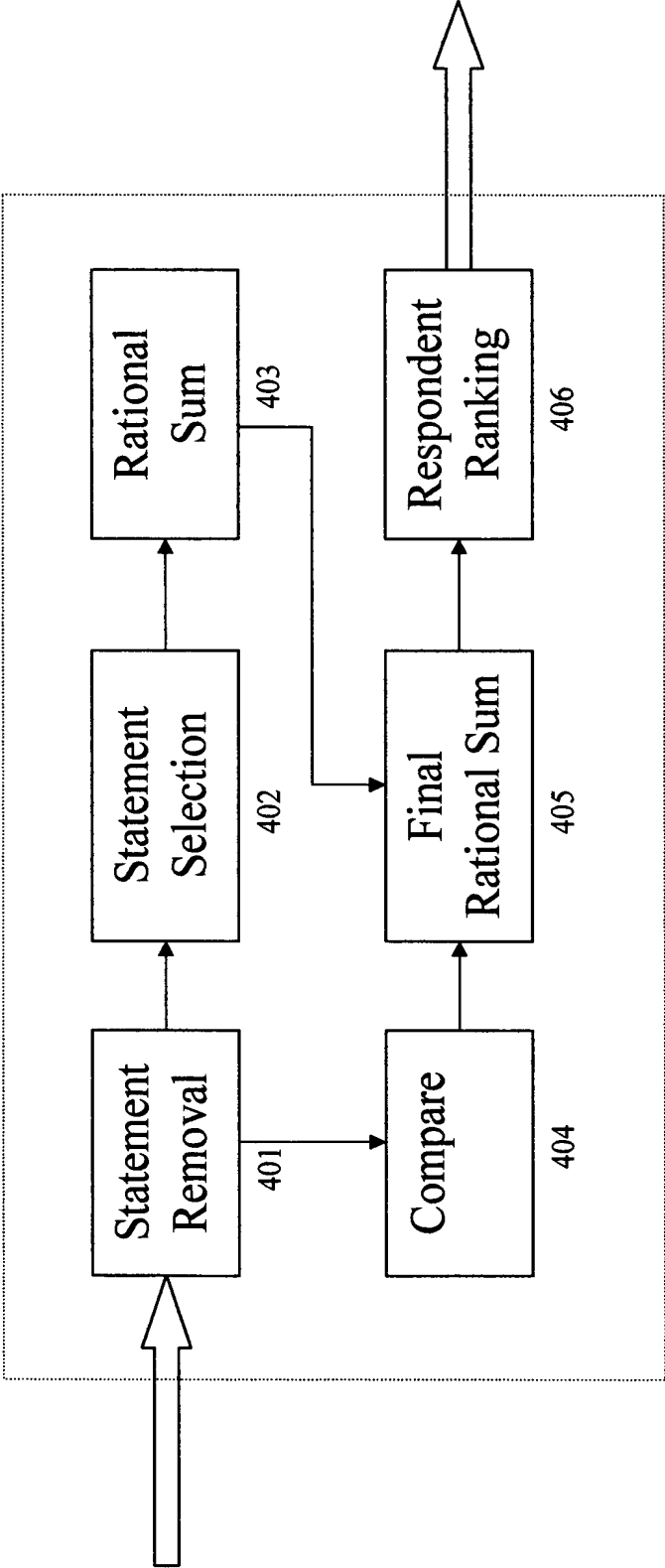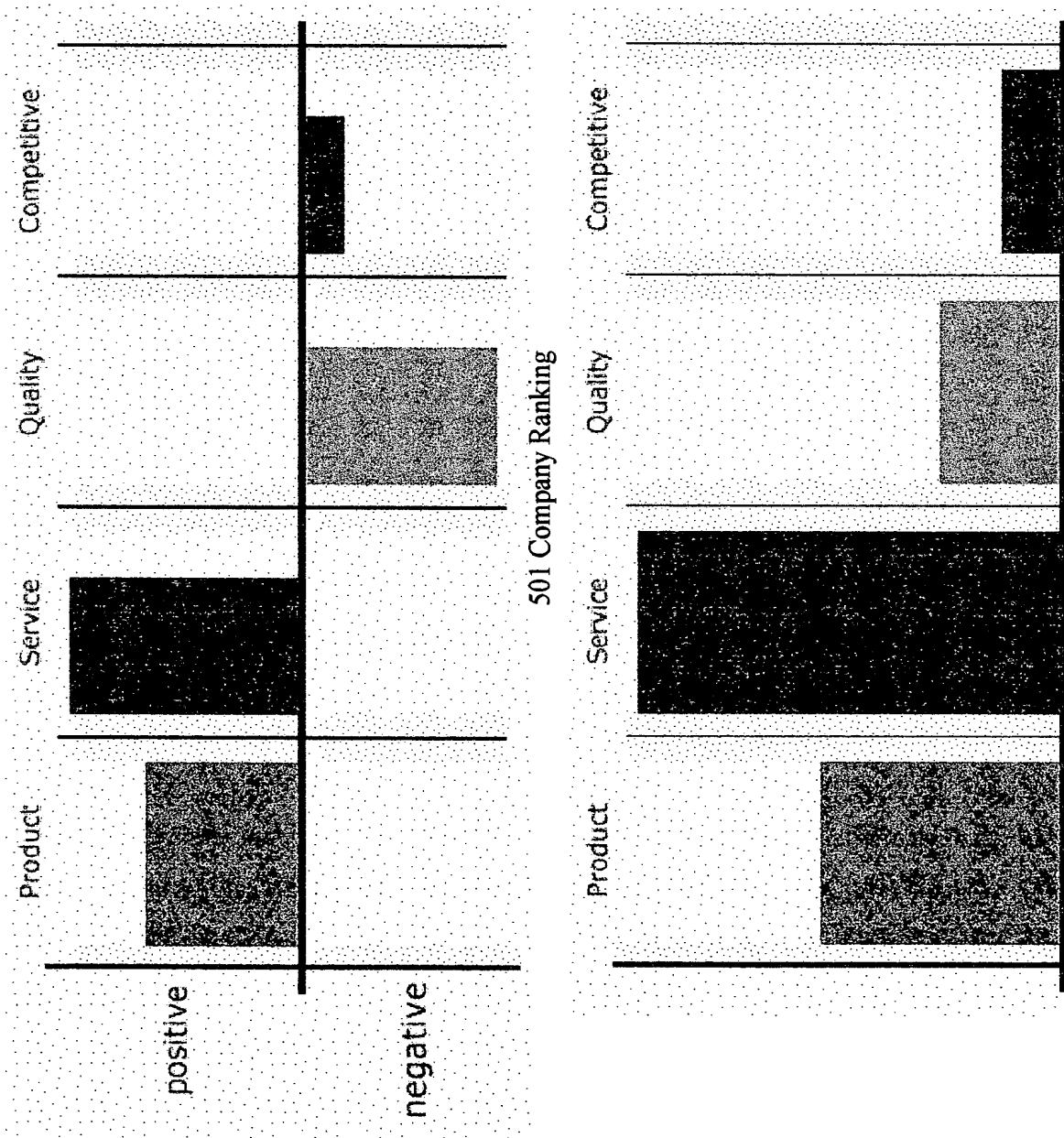Satisfaction to an electronic Questionnaire Survey

501 Company Ranking

502 Respondent Ranking

Figure 8

A System and Method to give a true indication of Respondent
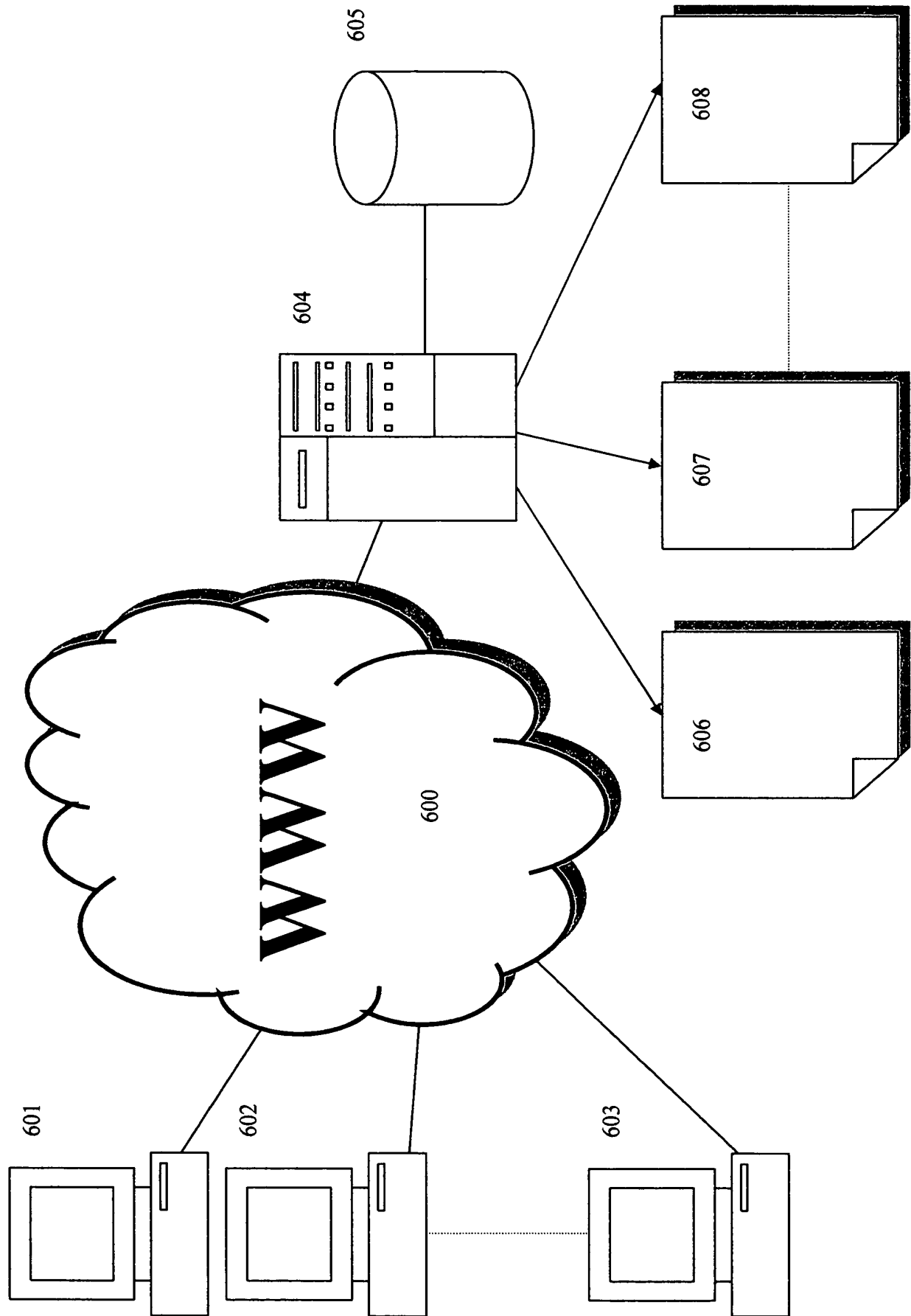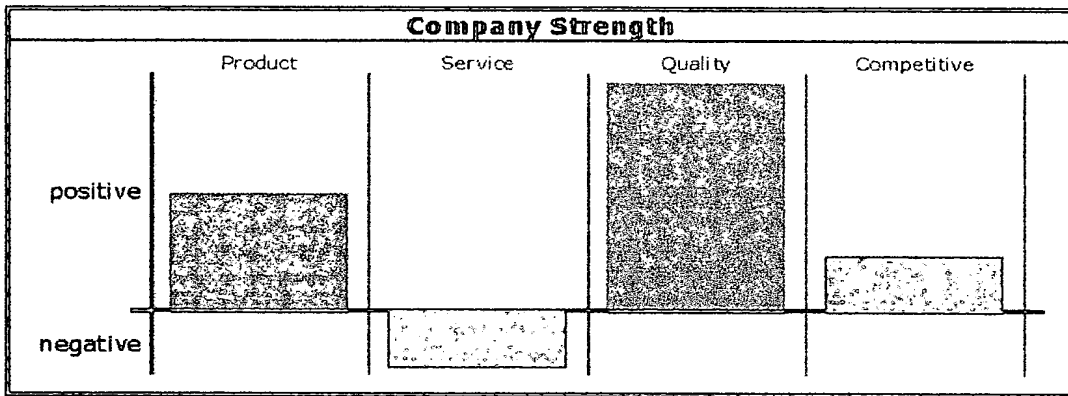Satisfaction to an electronic Questionnaire Survey

605

604

600

WWW

601

602

603

606

607

608

Figure 9

A System and Method to give a true indication of Respondent
Satisfaction to an electronic Questionnaire Survey

1. Executive Summary

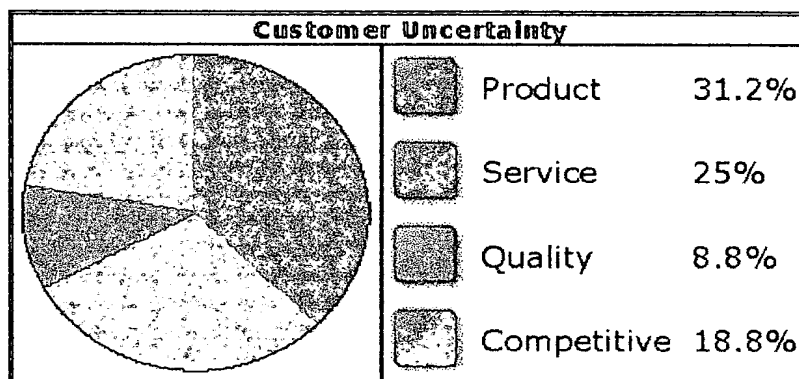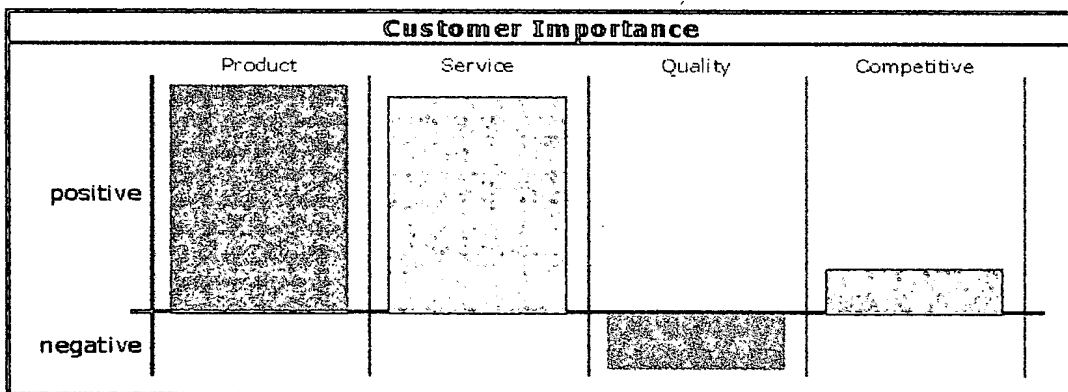| Supplier:	A.N. Other
No. of Inputs:	20

Report Date:	26th November 2003

Company Strength

Product	Service	Quality	Competitive

positive

negative

701

Customer Uncertainty

	Product	31.2%
	Service	25%
	Quality	8.8%
	Competitive	18.8%

702

Customer Importance

Product	Service	Quality	Competitive

positive

negative

703

704

Customer Satisfaction Index

Average		Overall score	Weighted	
	+ 5		+3	

705
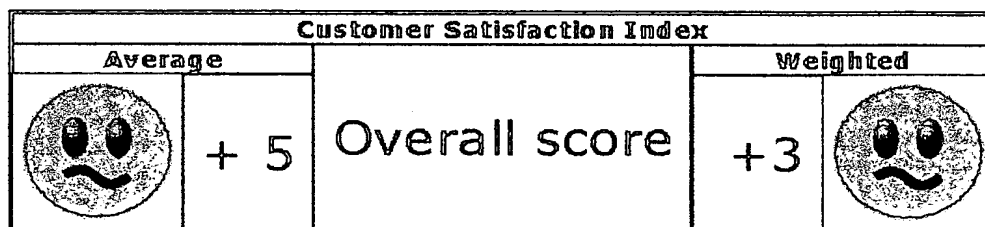
Figure 10

2. Product Positioning

Supplier:	A.N. Other		Report Date:	26th November 2003

Graph 4: Input summary for Product Positioning.
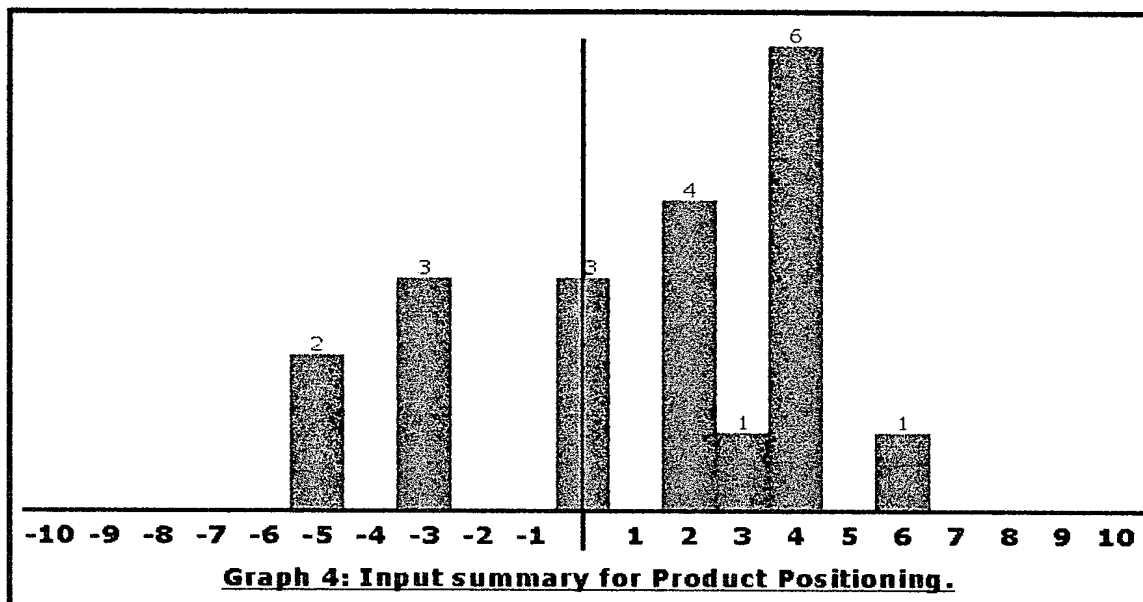
2.1 Statistical Analysis:

Mean:		Standard Deviation:		Skew:	
$\dfrac{\sum x}{n}$	1.1	$\sqrt{\dfrac{\sum(x-\bar{x})^2}{n-1}}$	3.3	$\dfrac{(x_{mid}-\bar{x})}{(x_{max}-x_{min})}$	8.2%

- With a mean of 1.1, Product Positioning is a discipline suitably covered by the company, and a standard deviation of 3.3 means that this assessment may be taken as a moderate indicator of the inputs to the survey.
- A skew of 8.2% implies that these results are forecasted to automatically turn more positive, as the inputs were positively weighted about the mean.

2.2 Company Implementation:

Communication Factor:	Company Strength:	Customer Importance:
68.8%	29.3%	46.7%

- With a 68.8% communication factor, customers do not know the company's position towards the area of Product Positioning.
- With a company strength factor of 29.3% and a customer Importance factor of 46.7% the company has correctly positioned this discipline, but its importance may still not be fully appreciated by the company as required by the customer base.

Figure 11